BUNI BANDA

IMAGINE-INVENT-IMPACT

Who we are.

We are a not-for-profit research and design firm that helps businesses and non-profits to develop new and sustainable products and services. We help our partners through training, coaching, research ,prototyping, and project execution. Our work spans across several sectors including health, agriculture, climate-response, energy and education.Buni is a Swahili word meaning "innovation" and banda , also a Swahili word, means a "shed"; we see ourselves as offering a small space , or shed, where anyone can explore their creative ideas without limits.

OUR MISSION:

To help organizations create and scale-up products and services with positive social impacts through trainings, research and design

OUR VISION:

A world in which everyone is living sustainably

✉ **bunibanda@outlook.com**

Our Story/ Inspiration

We, the co-founders,

have extensive experience working in donor funded projects in low income settings. Although the work was rewarding because of the high social impact, funding became increasingly erratic and reduced significantly. Despite the dwindling of funds, the donor expectations remained the same and sometimes increased. The available funds did not match the expected outcomes. Further, alot of the donors' priorities did not match the local needs. Some promising technologies, such as the electronic medical records (EMR), failed to be executed well; we developed new shiny products that seemed to be rejected by the end users. In essence, there was a mismatch of priorities and needs, increased expectations in the midst of a decline in funding, and failure to sustain new technologies and service delivery models. As a result,many non-governmental organizations were under pressure to transform their business models; many of them desired to transition to profitable enterprises with a social mission but had no clear roadmap for that change.

We drew on our previous experiences to push for a revolution in problem solving in communities that had little financial muscle. We conducted several creativity workshops to brainstorm new products and services that matched with the needs and resources of these communities. The communities were transformed from passive recipients of aid to agents of change. Our dream was to harness the often-implicit knowledge existing in communities to generate solutions that fit their situations and could be sustained with whatever resources were locally available. We registered Buni Banda, a not-for - profit organization to deliver this dream after a decade of applying human centered design in our work.

What is HCD and Sustainable Design?

Human Centred Design (HCD)

Is a way to solve problems that begins with understanding the unmet needs of the clients, customers, end user or any other person who has a stake in the problem. That insight is then used as an input to a process that generates a solution by incorporating brainstorming, prototyping and experimentation .The probability of success is raised when this method is applied as opposed to traditional ways of problem solving. Using the principle of sustainable design, the solutions generated have minimal negative impact on the environment.

WHICH ORGANIZATIONS SHOULD CONSIDER HCD?

HCD is for you if you are in the business of solving complex human problems and you are limited by both time and available resources. You must also be working on products or services whose adoption is largely driven by consumers or users. In addition, you should be open to experimentation and repeated cycles of prototyping and testing.

Our Core Team:

Dr Daniel Kwaro | Co-Founder

is an epidemiologist and a senior research scientist with over 16 years of experience in implementation science. He has conducted extensive research and development of various public health interventions. He is involved in the evaluation and design of a range of products including digital applications, wearable health technologies, health products, and health services. He also trains and mentors individuals and organizations on human centred design. He is a strong advocate of including the voice of the user in the design of health interventions. He is skilled in various qualitative and quantitative research methods, data analysis, and electronics prototyping.

Dr Catherine Kidiga | Co-Founder

is a project management specialist with 13 years experience in the design,implementationand coordination of large scale HIV/TB projects in Kenya .She has a double masters degree in public health and business .She has been involved in qualitative and quantitative research ,and co-creation workshops to design solutions for hard to reach populations within East Africa .She is a skilled coach and facilitator .She is enthusiastic about designing solutions that are sustainable and acceptable to the users .
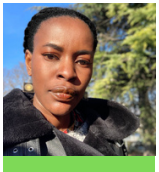
Ann Akoth |

is user interaction (UX) designer with an Advanced Masters in Interaction Design. She is passionate about technology that impacts social change. She has extensive experience with usability design methods such as wireframing, storyboarding and prototyping. She is also an avid user of design software including as Sketch, Figma, Protopie, Invision, Adobe XD, Adobe Indesign, Adobe Photoshop, Adobe Illustrator, Digital prototyping (fusion 360). She designs a wide range of products including digital applications and consumer products.

Arch. Jaimbo Biko |

is a registered architect and interior designer currently working with a local municipality board on a multi-year urban design project. He is a lifelong enthusiast of design with a focus on sustainable living. During his free time, he tinkers with projects in carpentry and metal work. He is an experienced user of design software including AutoCAD, Photoshop, Lumion, Atlantis and Sketch-Up.

Vivienne Kamire |

Is a social scientist with a background in behavioral science health research both quantitative and qualitative. She also specializes in project management. She has more than 6 years of management experience, including design, budgeting, execution, monitoring, analysis, and reporting for a variety of research programs. She has expertise overseeing the coordination of research operations, developing and carrying out work plans, SOPs, data collection tools, logistic management, and supervision. Additionally, she mentors and/or trains field workers in data management, research, good clinical practice, and data quality assurance. She oversees strategic networking and technical collaborations between donors and implementers, and she makes sure that management and administrative practices are in line with donor requirements.

Who do we work with?

We support all forms of organisations

including government agencies, non-governmental organisations (NGOs), for-profit businesses and not-for-profit enterprises. We work across all sectors with a focus on health, agriculture, climate-response, energy and education. Regardless of your organization's size, we have a product for you. We customize our offerings to fit with your specific needs and experience with research and design methods.

Our Value Proposition:

Every product or service has a life cycle. You may be exploring a potential gap in the market or for a population without a service or product offering; or you may have a solution to offer but need to validate whether it will meet the needs of your clients; or you may want to scale-up after a successful pilot/start-up; or you are struggling to sustain a large scale business or project.

Our package of products and services are designed to move you forward in your business or project regardless of which stage you are at. We assist organizations to expand the reach of their products or services by developing a deep understanding of their clients' needs and preferences, and using those insights to improve or completely redesign their offering .

- We help you uncover your clients' unmet needs in your product/service category by eliciting hidden needs that they may not articulate directly.
- We help you generate a list of potential solutions, that is both large in quantity and wide in diversity, through our structured approach to creativity.
- We assist you determine whether to scale-up or not, and the changes to make in your service-model to improve your chances of a successful scale-up, by running diagnostics on your service-model.
- If already working at-scale, we help you monitor your progress, identify areas that put you at risk of failure, and to create a sustainability roadmap for your product or service. Our unique approach to business modeling helps social enterprises achieve sustainability of their products or services through ethical income generation.
- For businesses struggling to achieve a positive impact in the community, we help you identify and select sustainable social goals that your products or services can contribute to, and to create a road map for meeting those goals.
- We help businesses to determine the best way to segment their market, price their services or products, generate revenue, create market awareness, interact with their customers, distribute their offers, minimize their costs, source their supplies, and improve their internal systems.

Why choose us?
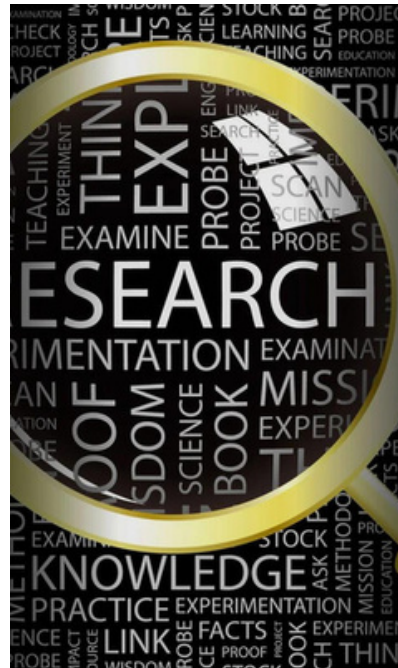
We have a long experience in Human Centered Design, public health programming, research, clinical, informatics, international expertise, business, industrial design, behavioral science, and coaching. A number of attributes set us apart from other organizations with similar offerings:

- We offer continuous support to the point of scale-up; we do not leave you after building low fidelity prototypes.
- For every assignment, we include consultants with expansive knowledge of the local context thus minimizing your exposure to solutions that are inappropriate. The consultants bring in their unique contextual experience to uncover the hidden needs of your clients
- If you already have an established internal process for product/service development, we enhance it to include elements of HCD with minimum disruption to your organization.
- For large organizations that find it difficult to adopt a rapid product/service development cycle as advocated for in HCD, we help establish a nimble but effective working group for HCD that drives innovations while remaining focused on the organization's vision and mission.
- For every project, we work with our partners to establish a reasonable scope that is neither too broad and impractical nor too narrow with limited utility. We engage a cross-disciplinary team of consultants with vast experience in research, social impact programs, business, design, and policy.
- Our product portfolio is broad. The HCD trainings and workshops are aimed at developing products/services that are feasible to create and acceptable thus increasing demand. However, to ensure business viability, we also include a package for business model development/improvement. For social enterprises interested in ensuring long term positive impact on populations and the environment, we incorporate systems thinking approaches intoproduct development. Our research offering also includes evaluating a product's/ service 's reach and impact (both short term and long term).

- We help to guide your organization during scale up to ensure that products/services deemed successful in one context can be tweaked to be successful in a different context.
- We help organizations to determine which elements of an innovation are scalable and which ones are not, based on extensive experience of our consultants in scaling up products/ services and through innovative research approaches.
- Our trainings, research and design services are modular, with each module taking a short time. This enables organizations to embed design thinking into their innovation process in a phased way. Multiple channels of delivery- physical and virtual - are available to enable the organization to manage its time and financial resources.
- Our prices are affordable and competitive, and we can tweak our offerings to fit within an organization's budget.
- We use established research methods with different but known levels of rigor to generate information useful for product development. Less rigorous methods are generally faster, but we guide an organization on their appropriateness at different stages of product development. We help organizations to balance between scientific rigor and speed in a competitive and rapidly shifting environment.
- Also our systems thinking approach enables organizations to account for negative spillover effects of their products and services. Although HCD is anthropocentric, we ensure that organizations consider the impact of their innovations on planetary health.

Our Products and Services.

a) Our Training

1. Learn How to Design for Humans and the Planet in a Day

Product description	A **one-day** interactive training workshop , delivered physically or virtually to a small group of between 6 to 20 people
Target market:	Organizations and individuals who need to understand the essence of HCD and Sustainable Design before they consider applying it in their work
Primary benefit:	Quick and practical with no prerequisites
What makes it unique?	Blends research and creativity in one brief package

2. Learn How to Design for Humans and the Planet in Depth

Product description	A **five-day** interactive training workshop , delivered physically or virtually to a small group of between 6 to 20 people. The goal is to have a practical understanding of "the what" , "the how", and "the why" of the tools used to develop concepts through the HCD and Sustainable Design methodologies
Target market:	Organisations and individuals who have decided to integrate the principles of HCD and Sustainable Design into their work but have no to little experience in doing so.
Primary benefit:	Indepth , practical , and consolidates in-house organizational assumptions about its product/service and its target clients. Additional field research is needed to validate these assumptions.
What makes it unique?	Builds skills in five-days , although additional coaching may be required to build competency

3. Learn How to Model your Business in a Day

Product description	A **three-day** interactive training on business modelling
Target market:	Organizations and individuals who want to understand and describe the parts that make up their business and how those parts interact.These entities are interested in identifying the aspects of their business that they can tweak in order to attain their goals. Business modelling can also be used to assess the viability and scalability of a business idea
Primary benefit:	Practical and takes a short time. No prerequisites needed to benefit from the training
What makes it unique?	Identifies aspects beyond desirability that influence whether a business makes profit.

4. Quantitative Data Analysis using R

Product description	**Five-day** Introductory course on data analysis
Target market:	Individuals needing foundational knowledge on both quantitative data analysis and scripting using the R-language
Primary benefit:	Practical, delivered both online and offline depending on the client's needs
What makes it unique?	Interactive, and uses real data

5. Good Data Management Practices for Data Analysts

Product description	A **five day** training on best practices in data management including literate programming, file organization, data cleaning workflows, file versioning using GIT, data management SOPs and digital data archiving
Target market:	Data analysts and data managers in research organizations
Primary benefit:	Practical, modular, and can be delivered as self-paced learning
What makes it unique?	Delivered by individuals with extensive experience in data-heavy research environments, interactive

6. 10-day training program on action research

Product description	Training on action research that blends both classroom teaching and field-based learning on key elements of generative and evaluative research, and how to integrate both research methods in problem solving. problems
Target market:	Students in global health training programs
Primary benefit:	Practical training using complex multi-faceted real world situations in low-resource settings
What makes it unique?	Modular, progressive learning, conducted in collaboration with communities experiencing major health related problems, solution oriented

b) Research (includes desk reviews).

1.Generative research- understand your users and other stakeholders

Product	This is a service where we help develop research proposals and/or conduct studies whose goal is to understand opinions, preferences, and needs of users , and to translate the insights into specifications for new or improved products and services. We also help develop research tools such as questionnaires (digital and paper based), and analyze/summarize available data
Target market:	Individuals, businesses, development organizations and government departments that develop new products or services with primarily social benefits
Primary benefit:	Narrowing the gap between user needs, both hidden and explicit, and features of products or services
What makes it unique?	Context specific proposals with methods selected to fit specific goals and funding levels. We also have the option of participating in grant proposals as consortium members with research or product/service development roles.

2. Evaluative research- assess whether your product/service meets users needs

Product	This is a service where we help develop research proposals and/or conduct studies whose goal is to assess the extent to which products or services match user needs , and identify opportunities for improvement. We also conduct impact evaluations to assess the social and environmental impacts of existing products/services in communities.
Target market:	Individuals, businesses, development organizations and government departments that develop new products or services with primarily social benefits
Primary benefit:	Insights for improvements or redesign of existing products/services
What makes it unique?	Context specific proposals with methods selected to fit specific goals and funding levels. We also have the option of participating in grant proposals as consortium members with research or product/service development roles.

c) Co-creation workshop - create and test prototype .

Product	This is a **three-day** facilitated workshop in which different stakeholders including organization's design team, providers and customers participate in a series of activities to iteratively generate and evaluate new or improved products or services
Target market:	Design and product development teams in organizations
Primary benefit:	Products or service models that resonate with users
What makes it unique?	Research , creativity and prototyping seamlessly combined in a 3-day workshop

d) Collaborative work in a consortium.

Product Description	As part of a consortium, we combine our different technical and cultural competencies, and experiences, with our partners in order to bring an idea to fruition. We are open to forming consortia with organizations with whom we share values, for the purposes of jointly applying for grants and tenders that fit within our scope of work. We are open to forming consortia prior to or following an opportunity being presented such as a call for a grant application.Target Market: NGOs, research organizations and social enterprises applying for grants, and businesses and consultancies applying for tenders
Primary benefit:	Increased capabilities and expertise by leveraging complementary resources from Buni Banda and its partnering organizations improves our competitiveness as a consortium
What makes it unique?	The humanistic mindset inherent in the HCD approach to developing and executing ideas acknowledges the diversity of strengths that consortium members bring to the table.

A sample of projects we have done so far (case studies):

## 1. SERVICE MODEL FOR ACCESSING MEDICATIONS:

A large NGO was struggling to increase the uptake of pre-exposure prophylaxis (PreP) medications. These are drugs designed to prevent HIV infection among individuals engaging in potentially risky sexual encounters. Individuals engaging in sex work reported that they struggled with accessing the drugs because the clinic schedules did not fit well with their routines. Several solutions were generated during a co-creation session that redesigned the services offered at the PreP dispensing points. The workflows were remodelled so that the medications could be accessed at anytime of the day, at multiple access points and with flexible appointment scheduling using a digital application.

3. USEFUL PRODUCTS EMBEDDED IN A DESIRED VEHICLE:

Pregnant women in East Africa commonly eat special clay , "Odowa" , in what is thought to be both a cultural practice and a craving driven by increased nutritional demands in pregnancy. When examined, samples of the clay were found to be contaminated by eggs of worms and infectious bacteria. We also hypothesized that, based on where they were sourced, there was the possibility of heavy metal contamination. The women reported that they loved the clay for their properties- crunchy, earthy smell, and taste. None reported that they took it for nutritional needs. After iterative brainstorming, prototyping and user feedback, a product was developed that had the same physical properties that the women loved plus the added benefit of containing vitamin and iron supplements that are required in pregnancy. The product was made using starch as a base and modified using safe additives to create the required taste, smell and texture; various amounts of iron and multivitamins were added as per WHO requirements.

2. RE-PACKAGING PILLS:

A high-volume adolescent clinic for HIV treatment was struggling to improve adherence to anti-retroviral medications. Only about half of adolescents under their care were taking drugs consistently. When interviewed , many adolescents reported that they were struggling with taking their pills because of the stigma arising from carrying around bottles that were easily identifiable as HIV medication containers. Many of those taking their drugs well had dealt with the stigma by concealing their pills in multiple ways including hiding them in false compartments cut out from their bibles and dictionaries. Clinicians complained that while this was effective in reducing stigma, there was a risk of drug spoilage because of poor conditions in the compartments. During a co-creation workshop different storage ideas were developed that effectively concealed pills in everyday items such as pencil pouches and drinking bottles, while ensuring that the pills remained under the required dry, dark, and cool conditions.
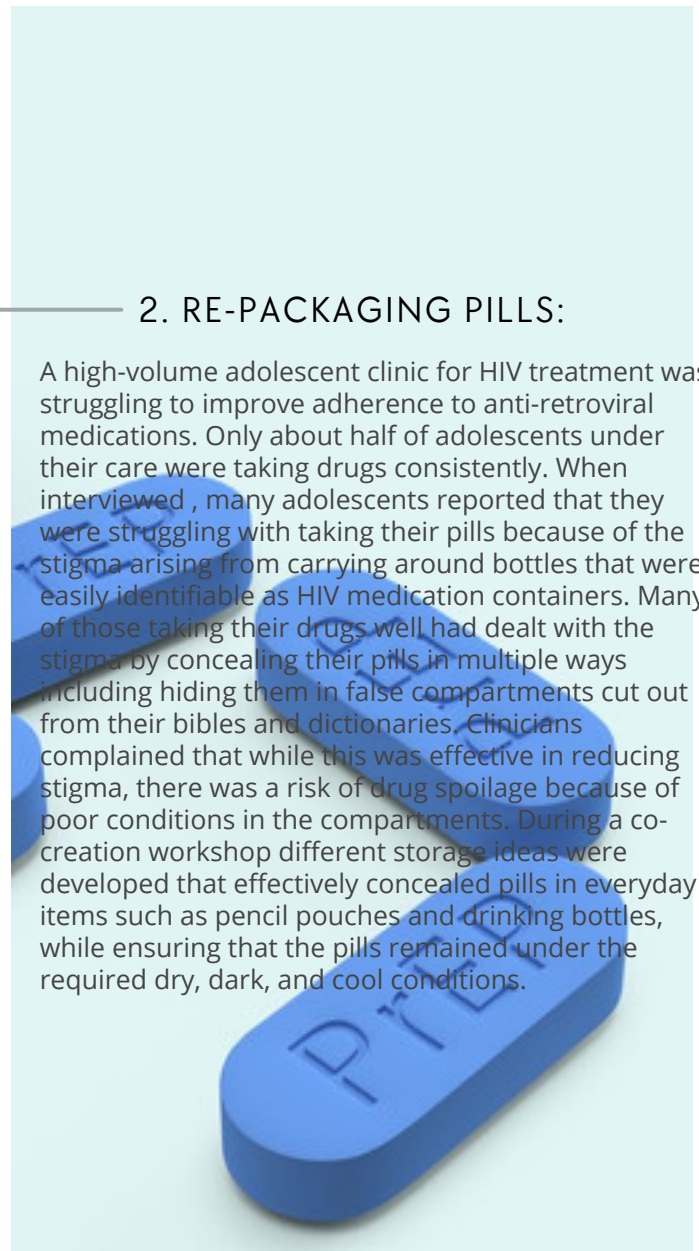
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